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COMMUNITY ACCESS PROGRAM

Rural Element
(Communities with populations under 50 000)

PROPOSAL GUIDE

Industry Canada
December 1999

Canada

The ***Community Access Program: Proposal Guide*** is also available electronically at: **http://cap.ic.gc.ca**

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CONTENTS

ABOUT THIS PROPOSAL GUIDE 2

THE COMMUNITY ACCESS PROGRAM 2

- Objectives 2
- Related Programs 3
- Public Access Sites 4
- Federal/Provincial Cooperation 5
- CAP Co-funding 5
- Eligible Applicants 6

SELECTING PROPOSALS FOR CAP CO-FUNDING 6

- CAP Review Committees 6
- Financing 7
- Minimum Operating Standards 8

PLANNING A PUBLIC ACCESS SITE 9

- Steering Committee 9
- Duties of a Steering Committee 11
- Official Language Minorities 11
- Marketing, Promotion and Communications 12
- Audit and Evaluation 12
- Disposition of Assets on Closure of a Site 12

PREPARING YOUR PROPOSAL 13

- Covering Letter (1 page) 13
- Project Summary (1 page) 13
- Vision/Rationale/Need (1 page) 14
- Physical, Technical and Human Infrastructure 14
- Partnerships (1 page) 16
- Budget and Financial Plan (2 pages) 17
- Organization and Management (2 pages) 18
- Results and Performance Measurement (2 pages) 18
- Appendixes 19

FOR FURTHER INFORMATION 20

ESSENTIAL INFORMATION ABOUT CHANGES TO THE COMMUNITY ACCESS PROGRAM 21

APPENDIX I 22

ABOUT THIS PROPOSAL GUIDE

The purpose of this Proposal Guide is to encourage community groups to develop and propose plans for building and maintaining a public access site or a network of public access sites with computer links that will connect them with other communities across Canada and around the world.

The Community Access Program (CAP) is an initiative of the federal government and is administered by Industry Canada. CAP co-funds with communities the start-up costs of a public access site. Your group is invited to submit a proposal for establishing a public access site in your community. Use this Proposal Guide to learn about CAP and public access site requirements, then follow the step-by-step instructions on how to fill out a proposal for CAP co-funding for it. To learn when and where to submit proposals for public access sites, contact CAP through the addresses listed at the back of this booklet.

This Proposal Guide is for use by persons who are submitting a proposal for a new site or network of sites. For communities that have already received start-up co-funding from CAP in the 1997 or earlier competitions, special considerations apply. If this is the case in your community, you should seek additional information and guidance from CAP through the addresses listed at the back of this booklet.

You should read this Proposal Guide in its entirety before preparing your proposal. Proposals will be selected for co-funding by CAP through a competitive process based on their merits in comparison with other proposals and with criteria established by CAP. Proposals meeting the selection criteria are the ones most likely to develop into viable, long-term projects and therefore are the ones most likely to be accepted for co-funding. You are encouraged to be creative and innovative, based on local resources, and to develop a long-term vision for your site or network of sites to become self-sustaining.

THE COMMUNITY ACCESS PROGRAM

Objectives

The Community Access Program (CAP) is a federal government initiative administered by Industry Canada to help people in every community across Canada achieve the economic and social benefits that are available through the worldwide Information Highway.

The Information Highway is a "network of networks" comprising telecommunications, computer, satellite and wireless systems. Access is provided through the Internet, a worldwide computer network connecting numerous smaller computer networks.

The federal government is working with other levels of government, local community groups and the private sector to encourage communities to establish public access sites. The goal is to make Canada the most connected nation in the world by ensuring that all Canadians have access to the Information Highway by March 31, 2001. Affordable public access will give Canadians the opportunity to obtain the skills and knowledge they need to electronically link to services and programs that enhance their economic and social well-being.

Related objectives include:

- promoting public awareness of the benefits and opportunities of using information technology and services
- helping citizens become better informed through the exchange of ideas and information
- coaching individuals in the use of services available through information technologies
- supporting on-line delivery of government programs and services
- facilitating business activities such as electronic commerce
- connecting all public libraries in Canada.

CAP was first introduced by the federal government in 1994 to provide Internet access for 5 000 communities having fewer than 50 000 residents in rural and remote areas of Canada. CAP now is halfway toward achieving that original goal. Sites in urban centres are also being added to the national community access network. Public access sites across Canada are expected to number up to 10 000 by the year 2001.

Related Programs

CAP is one of a series of programs developed by the federal government in cooperation with other levels of government, local community groups and the private sector.

- **VolNet** is a new initiative to help enhance the capacity of voluntary organizations by providing access to computer equipment, the Internet, new information technologies, network support and guidance (**http://www.volnet.org/**)
- **SchoolNet** not only will continue to connect all 16 500 elementary and secondary schools in Canada, but also now will expand to connect every classroom to the Information Highway (**http://www.schoolnet.ca/**)

- **Computers for Schools** will expand to deliver 250 000 computers to Canada's schools, one computer for every classroom (**http://www.schoolnet.ca/cfs-ope/**)
- **Youth Employment Strategy** provides job opportunities for young Canadians in association with the above programs (**http://youth.hrdc-drhc.gc.ca/yes/main.shtml/**).

A strengthened commitment for all of these programs was announced in the federal government's February 1998 Budget with plans to invest $205 million in them by the year 2001. The amount allocated for the CAP initiative will depend on the number of proposals accepted.

Public Access Sites

To encourage communities to establish and support public access sites, Industry Canada, the federal government department responsible for administering the CAP initiative, is soliciting proposals from community-based groups with wide public support. There are specific deadlines set for receiving proposals. For information on when and where to submit your proposal, please contact CAP through the addresses listed at the back of this booklet.

A typical public access site or network will offer the following services to the community:

- a fully operational web page that serves as a communications medium for the community
- at least 20 to 25 hours of operation a week, of which eight hours are between 6 p.m. and 10 p.m. or on weekends
- at least two hours a week of introductory information sessions for the general public
- instruction and supervision available from a person in charge during hours of operation.

Public access sites co-funded by CAP must also adhere to minimum operating standards, which are described more fully in a following section.

To date, CAP has co-funded proposals for single access sites only. Proposals for single sites are still welcomed. With the expansion of the program, CAP encourages single proposals involving multiple sites in a community or region. It also encourages communities to develop strategic plans when preparing multiple site proposals. If your community wishes to support a strategic community access plan involving a network of multiple sites, your proposal should demonstrate how the plan will bring additional services to the community.

Federal/Provincial Cooperation

The federal government believes that the opportunities available to Canadians in the global, knowledge-based economy can be more quickly and effectively realized when governments cooperate and coordinate their programming toward shared goals. To that end, the federal government is offering to enter into agreements with all provincial and territorial governments to deliver the Community Access Program.

Agreements are currently in place between the federal government and the governments of New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island, Saskatchewan and Yukon. Discussions are underway with the other provinces and territories with the intention of concluding similar agreements in the near future. Under these agreements, the two levels of government will:

- expand the number of sites in the province to ensure even greater access to the Information Highway
- work closely together to accelerate community access to the Information Highway through cooperative and complementary actions
- decentralize the administration of the program to the provincial or territorial level
- share the CAP co-funding portion of the program on a 50:50 basis, thereby doubling the moneys available for CAP spending in that province or territory.

Where there is no agreement in place between the federal government and the provincial or territorial government, the maximum amount of CAP co-funding for each site will be provided exclusively by the federal government, although the total number of sites in that province or region will be fewer. For information on the situation in your province or territory, please seek information and guidance from CAP at the addresses listed at the back of this booklet.

CAP Co-funding

CAP provides up to $20 000 over 18 months to help cover up to 50 percent of the costs of setting up and operating a public access site. Eligible costs include the purchase of equipment and Internet connections, staff salaries and technical support. Related costs may include equipment maintenance, technical assistance, long distance telephone charges, furniture, supplies such as paper and toner cartridges, custodial services, rental of space for meetings, orientation sessions, promotion or other events, and administration fees such as insurance, incorporation and audit fees.

The maximum CAP co-funding of $20 000 is divided over the 18 months as follows:

- up to $12 000 in the first year to help finance start-up expenses

- up to $4 000 in the following 4 months
- up to $4 000 in the last 2 months.

Eligible Applicants

Applicants will generally comprise a community-based partnership of key organizations and groups, and will demonstrate widely based community support. Examples of applicants eligible to receive CAP co-funding for their sites include:

- not-for-profit organizations such as community-based associations, organizations and networks, educational institutions, public libraries, chambers of commerce/boards of trade, economic development corporations and service clubs
- provincial, territorial, regional and municipal governments.

Some large rural communities that have already received co-funding for a CAP site may wish to develop a proposal for an additional site. Subject to justification for public access requirements, additional support over an 18-month period may be available, up to a combined maximum of $20 000, which represents the maximum level of support under CAP. Community group representatives are invited to obtain additional information and guidance on eligibility from CAP at the addresses listed at the back of this booklet. First Nations communities that have already received co-funding under the First Nations SchoolNet program are also eligible for additional co-funding under the Community Access Program, up to a combined maximum of $20 000 over 18 months.

SELECTING PROPOSALS FOR CAP CO-FUNDING

CAP Review Committees

An independent committee, operating at arm's length from government, is located within each province or territory to select the winning proposals. These committees, usually called CAP Review Committees, are made up of persons with experience in such areas as community affairs, business, social development, electronic networking and education. Each provincial, territorial and local CAP Review Committee is supported by an administrative secretariat, usually drawn from a provincial or territorial government organization or from Industry Canada. The reports of the CAP Review Committee are made public once the successful sites are announced by the governments. In some circumstances, a CAP Review Committee may be established to select successful proposals from within a large local metropolitan or regional area. These local review committees mirror the

independence, composition and mandate of their parent provincial or territorial Review Committees, who supervise the operation of the local committees to ensure fairness and consistency of process.

The CAP Review Committee selects proposals through a competitive process. Each proposal is evaluated and ranked on its own merits within the mandate of the committee. A service contract covering the 18-month period of CAP support will be offered to successful applicants based on their proposal and the results of the CAP Review Committee's selection decision. The final performance objectives for each site will be included in that contract.

There is also a National Advisory Committee composed of representatives from national organizations involved in education, libraries, tourism, municipal and community development, and information technology and telecommunications. This national committee plays a leadership and guidance role in the overall management of the program's directions and resources, and provides policy advice to Industry Canada.

CAP reserves the right to accept or reject any proposal, limit the amount of co-funds provided to a single site or group of sites, determine the number of sites it will support in a community, and place a limit on the co-funds to be expended in any one community. You may obtain more information and guidance regarding deadlines for submitting proposals and other requirements from CAP at the addresses listed at the back of this booklet.

Financing

Only proposals that demonstrate they will be financially and operationally viable on a continuing basis will be co-funded by CAP. A central consideration will be how the second- and third-period co-funding will be spent toward achieving financial independence.

A minimum of 50 percent of site costs must be provided by the community. The sources of these funds may include:

- cash contributions from individuals or organizations
- in-kind contributions from individuals or organizations that would ordinarily have a measurable monetary value such as:
  - telephone/data lines donated or installed free of charge
  - donated hardware and software
  - courses or programs for skills development
  - Internet access
  - office space
  - volunteer time

- demonstrated revenues from first-year activities such as:
  - nominal and affordable fees for skills development
  - account access or member/user fees
  - fundraising.

Minimum Operating Standards

To ensure a minimum level of service across the national network of community access sites, CAP has developed the following minimum operating standards for sites that it will support. Your proposal should state your intention to adhere to all of these standards, in addition to any other features you intend.

Overall, public access sites co-funded by CAP must have:

- access to the Information Highway using a graphical browser such as Netscape or Internet Explorer
- sufficient Internet connection bandwidth to ensure that users of the site can view World Wide Web pages in a comfortable, efficient manner, preferably with a modem speed of at least 19.2 kilobytes per second
- the capability to send and receive electronic mail
- the capability to create World Wide Web pages pertaining to the community
- physical and electronic accessibility for persons with disabilities
- space, equipment and other amenities to develop citizens' skills using technology and the Information Highway and, except in special circumstances, a minimum of four or five computers
- printing facilities, which may be a user-pay operation in order to cover costs of paper, toner, etc.
- access to technical support on-site, which may be provided by volunteers, commercial Internet service providers or others
- client Internet software applications, such as user software that can read electronic mail, Usenet reader, audio/video player and Internet Relay Chat client, which are available through the main web server
- a normal operating schedule of 20 to 25 hours per week, with a reasonable portion of this on weekends and in the evening, according to the sites' respective hours of operation
- an acceptable use policy clearly outlined (refer to the Government of Canada's acceptable use practices at **http://canada.gc.ca/programs/guide/2_1_7e.html** for guidelines, or call 1-800-575-9200 or, for TTY service, 1-800-465-7735 for more information).

Multiple sites in regions must:

- be connected with a central site to form server responsibilities
- adhere to the following server requirements:
  - World Wide Web server with sufficient capability to host World Wide Web pages describing all sites co-funded by CAP within the region

  - an SMTP electronic mail server and arrangements for a mailing list server
  - an anonymous FTP server
  - sufficient expansion capability to house a regional caching server
- have a capacity for server expansion to host new technologies such as video conferencing and webcasting as these technologies evolve.

The home page of the sites for display on the World Wide Web must:

- display a message that the site is a partnership with the Government of Canada
- adhere to the HTML 4 standard for page coding
- include metatags in its HTML pages for ease of indexing.

PLANNING A PUBLIC ACCESS SITE

In examining and evaluating your proposal, CAP Review Committees will rely on the information you provide. Therefore, you should read this Proposal Guide carefully to ensure you address all of the criteria and suggestions for a successful public access site.

Steering Committee

Key to developing a comprehensive strategy and plan to provide community-wide public access is strong community support and the active participation and partnerships of various groups and organizations. You could help form a steering committee of interested persons and organizations to help prepare a proposal for co-funding for a CAP public access site. The steering committee may include, but not be limited to:

- **technical consultants**, who can advise on use and applications of hardware, and software
- **chambers of commerce or economic development organizations**, which can provide financial and management expertise and can generate interest and support from within the business community
- **commercial Internet service providers and telecommunications firms**, who can be invaluable partners in providing technical advice, support and local content and in helping to ensure that complementary, rather than duplicative, services are available to the community from its public access site(s)

- **public libraries and educational institutions**, which can provide physical space and equipment for Internet access as well as people to guide clients on how to use information technologies and services available through the Internet
- **community-based organizations**, which can provide fund raising and promotional skills
- **local and regional governments**, which can provide civic leadership as well as in-kind or financial support.

Your steering committee will need strong partnerships and collaborations to develop a successful proposal community access site or network of sites. For example, you could recruit knowledgeable people from within the community to develop and maintain the required technical, financial and management aspects of a site. Your steering committee will need a framework and organization within which to function in a focussed, integrated and coordinated manner.

Many successful steering committees are led by a champion (or champions) with the skill, credibility and motivation to marshal the collaboration of the key community interests and groups toward a goal. Such a person might be the head of one of the community service organizations, the municipal government or an acknowledged community leader from the private or public sector. The leader or champion usually emerges from within the community and has contacts among key movers in the community.

You may find it handy to use an existing organization in the community, perhaps the municipal government, to bring together the key players and develop the strategic plan and CAP proposal. Of course, such an organization must have widespread community support and credibility for the work to be done. For example, it should not rely on one or two persons whose departure from the project could jeopardize its continuing success.

Where no such existing organization is suitable for the task, you may wish to give consideration to forming a community access planning committee to carry out the work. You could register it as a not-for-profit organization under your province's corporations legislation very soon after being advised by CAP that your proposal has been approved for co-funding.

A registered not-for-profit organization, whether already existing or formed specifically for the occasion, can provide the dedicated leadership and administrative infrastructure to establish and operate a public access site. It can also facilitate financial and other transactions with CAP and will likely be viewed more favourably by potential investors, partners and donors. Such an organization can be instrumental in focussing community support and be accountable to the community for results.

For information concerning registration or incorporation of a not-for profit organization, consult the provincial/territorial government authority for incorporation in your province or territory.

Duties of a Steering Committee

Your steering committee can carry out the following duties in preparing your community's proposal:

- identify the many and diverse needs of the community in such terms as its geography, multicultural profile, official languages or other unique characteristics
- ensure that all segments of the community have the opportunity to be actively engaged in developing and supporting the proposal
- use a community consultation and development process that is transparent and has widely based community support
- develop a comprehensive strategy and detailed plan to provide the whole community with access to the Internet and provide services to ensure the community becomes skilled in using the information and communication technologies
- develop partnership arrangements, obtain community funding and other support
- prepare a proposal to CAP on behalf of the whole community for one site or for multiple sites.

The time and effort required to prepare a CAP proposal will vary, depending on the size and diversity of the community as well as the extent and availability of local community resources. In all cases, your steering committee should put in place a credible and effective planning mechanism having widespread public support and appealing to other community leaders to participate in the planning, start-up and operation of your public access site.

Your steering committee should also develop an internal agreement among the partners to establish the framework for a successful association, including provision for a dispute resolution.

Official Language Minorities

Under the *Official Languages Act*, CAP is committed to enhancing the vitality of official language minority communities as well as to fostering the full recognition and use of both English and French. Consequently, CAP encourages specific, appropriate and adequate measures to respond to the needs of official language minority groups within the community.

In particular circumstances, CAP recognizes that official language minorities may wish to develop proposals to address their specific needs.

When preparing a CAP proposal on behalf of the community, you should consult with and/or seek the participation of local official language minorities. This would help to ensure that everyone from the community benefits from this initiative. Community groups may also wish to encourage the development of CAP site content in both official languages.

Marketing, Promotion and Communications

In consultation with CAP officials, sites are required to promote themselves and their achievements through communications materials and activities, including an opening event and other marketing and promotional initiatives, highlighting the support of the Government of Canada and partner provincial/territorial governments as appropriate. This includes adhering to the federal *Official Languages Act*.

Audit and Evaluation

There may be random audits or evaluations of your CAP site. Once a site is up and running, CAP representatives and members of the Review Committee may visit some sites to see how operations are going and to offer guidance and assistance. As part of the CAP contract, applicants are required to evaluate the site in accordance with evaluation guidelines provided by CAP. Evaluations and audits may include both financial and operational aspects.

Disposition of Assets on Closure of a Site

Provision needs to be made for the disposition of site assets in the event of closure of a site. Usually the charter or incorporation articles of a not-for-profit organization will make specific provisions for this eventuality.

It is CAP policy to ensure that any asset purchased with CAP project co-funding continues to be used for the purpose of public access. In the event of closure of a site, CAP policy requires that such assets be donated to a public school, library or other not-for-profit organization whose business activities include support for public access.

PREPARING YOUR PROPOSAL

The quality and content of your proposal will determine whether it will be successful in the competitive selection process. It is your task to demonstrate in the proposal that your community has the vision and leadership along with the technical, human and financial resources to launch and sustain a successful public access site or network of sites.

In general terms, a proposal should:

- reflect a strong, community-based partnership of key organizations and groups
- show how the needs of the community will be met by the proposal
- detail the technical and equipment infrastructure
- identify the human resources needed to meet technical, and management requirements for assisting clients to become better informed about and adept in using the Internet, including the involvement of young people
- demonstrate financial viability and show how the site(s) will be sustained after Community Access Program co-funding ends
- specify the economic and social results to be achieve and the performance measures to be used to judge success.

Your proposal must not exceed 12 pages plus appendixes. Please submit three copies of your proposal and appendixes. Do not place your proposals in a binder or have your proposal package bound. Simply fasten each proposal with a paperclip or a single staple in the upper left-hand corner, since it may be necessary to make additional copies of your proposal during the review process.

Covering Letter (1 page)

Your covering letter should be brief and should be attached to the front of your proposal. It must be signed by the authorized representative(s) of your group.

Project Summary (1 page)

Provide a brief description of your proposed project, including the objectives, services to be offered, target clientele and the key partners who will provide ongoing technical and financial support. Clearly state what is expected to be achieved by setting up a CAP community access site in your community.

A proposal involving multiple sites must clearly identify the value-added or enhanced services that will be put in place because of the opportunity provided by the larger scale of operation. Such enhanced or value-added services could include on-line delivery of municipal government services, for example. Multiple site proposals must also identify the administrative and other efficiencies that will be achieved as well as identify and describe how the coordination of multiple site operations will be managed.

Vision/Rationale/Need (1 page)

A successful proposal is more than a simple presentation of facts and figures. A successful proposal goes beyond the detail and provides:

- a vision or clear sense of what the site is expected to achieve in terms of the economic and social development of the community
- an overview of how the various elements of the proposal will come together to deliver the specified performance objectives and results.

In this section, state your group's commitment to maintain at least the minimum level of services set by CAP for public access sites (as described above in the section on "Minimum Operating Standards"). Identify the intended user clientele and explain why your community needs a public access site. You may also wish to describe your plans for outreach programs to encourage and educate the whole community to use the access site. You should provide a profile of your community, describing its demographic characteristics as well as its employment and unemployment situations along with an education and skills profile of the work force. Provide specific results that the site is expected to achieve in both economic and social development.

You must also include information on the extent to which there is already access to the Internet in the community. If possible, Internet access should be described in terms of the extent of home, school, library and workplace access by members of the community. This section should also provide detail on the commercial Internet service providers serving your community locally or through long distance calling. You should also describe the telecommunications infrastructure in your community, including whether digital switching or fibre-optic cable is available.

Physical, Technical and Human Infrastructure (2 pages)

In this section, describe the physical site, hardware and software (including technical standards) and the people (including volunteers) that will be used to establish each site and provide continuing services to the clientele.

Physical Site

Each site must have sufficient space and equipment to meet the community needs that you identify in your proposal. Different locations for various activities may be used, but generally all locations should be accessible to all members of the broad community.

Your location should be conveniently accessible to as many people as possible. Your proposal should include the following information:

- the name and address of each location
- whether separate rooms or buildings will be available to provide user information sessions and general public access, or whether these services will share the same room or building
- the proposed hours and days of operation for each site
- the number of work stations available at each site
- any specialized or adapted tools or furniture that will be available for people with disabilities
- provisions to make each site wheelchair accessible, safe and secure
- the number of people who can be accommodated for information sessions and general public access.

Any restrictions on public access by any member of the community in which a site is located that may be required for the safety and security of people and the physical assets must be outlined. A detailed supporting rationale must be provided for any proposed control or restriction.

Technical Considerations

Selecting the right equipment, including software, is important. In many cases, existing equipment in schools or libraries may be made available for your use as an in-kind donation. You may also need to purchase equipment as necessary and as funds permit, including computers, printers, modems, scanners, network servers, software and furniture.

Your proposal should describe the following features:

- specific hardware to be used at each site (for example, a Pentium computer, a laser printer or a DirecPC satellite dish)
- specific software to be used at each site
- steps taken to ensure that persons with disabilities will be able to use the hardware and software at your site(s)
- Internet services, such as E-mail, World Wide Web, file transfer, gopher and telnet
- type and speed of Internet connection, such as direct connection, dial-up access, local area network and DirecPC (provide a diagram outlining your connectivity configuration, if available)

- equipment required to implement specific programs and features to improve the kind and extent of site services in the future (for example, CPU hardware, scanners, imaging and HTML software).

Human Resources

Sites also need sufficient staff to attend to the orientation and user needs of community members. Volunteers can be critical to the success of your project. Volunteers could serve as committee members, coordinators, technical advisors, fund raisers, publicity people and so on. Your proposal should also include consideration of how you will recruit, develop skills for and continue to motivate volunteers.

You might also consider putting in place formal arrangements with schools or other community organizations to ensure that youth and others have an opportunity to volunteer their time, energy and talents to support the site. To assist in the hiring and coaching of young people to assist site users, most provincial and territorial governments have implemented special programming. You should contact the appropriate ministry in your local area for information on these assistance programs.

You may also find human resources for your public access site through the related federal government programs mentioned on page 4 of this Proposal Guide.

Partnerships (1 page)

A proposal to CAP for support must reflect a community-based initiative. Community partnerships are crucial to the success of your proposal and your access site(s). Provide a description of the community involvement and commitment to the project. It may be useful to categorize that support as follows:

- **cooperation**, which involves a commitment to work in compatible ways, for example, by sharing information
- **collaboration**, which can involve working together in a fairly informal way
- **partnership**, which requires organizations to commit resources to and actively participate in the operation of the site.

Partnerships can exist among neighbouring communities. They could include working with an existing CAP site in another community, or pooling the resources of two or more communities to complete a strong proposal.

Support in the form of cash and in-kind contributions from individuals, business, community organizations and local representatives of all levels of government should be identified. Many individuals and organizations will offer their "moral support," which is important in gauging the extent of community-wide support. However, it is more important to have real partners who commit resource support in the form of commitments of cash, in-kind donations, volunteers, use of space and provision of local content.

In the appendixes to your proposal, include letters of support from cooperating groups, collaborators and active partners. You should document the interest and any financial support from school or library board officials. For example, if a public building is being made available for use by the public access site, you should include a letter from the appropriate public official detailing the nature and conditions of the permitted use of the facility. The evidence you provide that tangible contributions are being made to the project will strengthen your proposal.

Budget and Financial Plan (2 pages)

Your proposal must present a budget and financial plan containing details of capital and operating costs as well as sources of revenue covering at least 18 months. It must describe how the site will become independent of CAP co-funding over the 18-month period so that it becomes self-reliant by the end of the CAP co-funding period.

You will need to explain both short- and long-term financing, for example, by addressing the following issues:

- anticipated capital costs (hardware and software, furniture, accommodation adaptations for persons with disabilities, other necessary equipment)
- anticipated ongoing operational costs for Internet connectivity and use, staffing, maintenance, office space, advertising, promotion, and administration including bank charges, incorporation fees and audit fees
- anticipated revenues from cash, fund raising, CAP, user fees, etc.
- the availability of other government programs that could assist in funding access to the Internet within your organization
- expected in-kind contributions (volunteer hours, services and equipment or space).

CAP co-funds become part of a site's overall revenue. Therefore, they can be allocated toward the start-up and operational costs necessary to provide public access to the site and to assist your site's clientele to effectively use its facilities and services. By the end of the eighteenth month of operation, your site must be on sound financial footing independent of CAP co-funds. Your proposal must describe the sources and amounts of these independent funds.

Organization and Management (2 pages)

Describe the community organization that will secure and manage the resources necessary to build and sustain the CAP site. Provide an implementation plan for the establishment of each site. Your proposal must describe how the whole project will be managed and who will manage the activities at each site.

Your proposal should address the following organization and management points:

- the mandate, membership and activities of the steering committee or the community access planning committee
- the structure of the organization that will oversee the development of the site and manage the overall project as well as procedures for replacing members who leave
- staff, whether paid or volunteer, who manage the site on a day-to-day basis
- the technical support available to assist in identifying technical requirements, setting up the site and maintaining the equipment and software
- your implementation plan, including time lines for the following milestones:
  - selection of the technology and connectivity requirements and configuration
  - hardware and software set-up
  - schedules for orientation and development of staff and volunteers to assist the public in using information technologies and services
  - overall project evaluation
  - opening date(s)
  - marketing and promotional activities
- plans for coordinating and managing multiple sites (if applicable)
- plans for asset disposal in the event of wind-up of the operation.

Results and Performance Measurement (2 pages)

Describe the results to be achieved by the site in term of economic and social development in the community. The results should be specific. In other words, you should be able to monitor and report to the community and CAP officials on an annual basis, detailing the specific results that are being achieved by the site.

Your proposal should address the following issues in describing the achievements expected in your community as a result of the activities and services of the site:

- types of local content that will be developed
- marketable skills that will be created or developed
- new business opportunities and jobs that will be created
- the increase in the access and use of the Internet

- the number of young people who will receive employment and skill development opportunities at the site
- activities that will be supported at the site, such as electronic commerce and delivery of government programs and services.

These social and economic benefits to the community must be capable of being measured. In addition to the specific objectives the site will strive to achieve, your proposal must contain specific operational performance measures that reflect the core values and business of each site. For example, they may include a date by which a designated proportion or level of an overall objective will be achieved in the course of your site's operations. Each subsequent report to CAP will then record how closely your site is to achieving all of its objectives over the 18-month period toward independent viability and self-financing. Great care needs to be taken to propose feasible and achievable performance measures, since what you propose will be the basis for what will be included in your contract with CAP.

While each site will use varying performance measures reflecting differing circumstances and community needs, your proposal may set targets for some or all of the following examples of measurements:

- growth in the percentage of the target clientele using the site and in their frequency of use as of specified milestone dates
- the number of hours spent by staff providing orientation and skills development for clients and the number of clients served in each period
- services offered, number and type (for example, web page design, e-mail accounts) over the period
- total hours of operation in each period
- the number of contributors and the amount of support provided from individuals, organizations and public fund raising in the form of cash or in-kind contributions in each period.

Appendixes

Provide supplementary documents such as official letters of support and commitment as well as detailed financial statements, implementation and other plans as appendixes to your proposal. While you are encouraged to provide relevant documentation, care should be taken to keep the paperwork to a minimum. It may be useful for you to number and name each appendix and to provide a single-sheet Table of Contents to accompany your appendixed documentation.

FOR FURTHER INFORMATION

CAP personnel are available to answer your questions regarding the following issues:

- CAP co-funding and provincial/territorial participation
- the site selection process
- assistance and guidance in preparing proposals
- getting in touch with representatives from existing CAP sites or other technical resources
- proposal submission deadline dates for your area
- where to deliver or mail your proposal
- other queries.

You may contact CAP through any of the following media:

Telephone: 1-800-575-9200, TTY: 1-800-465-7735
Fax: (613) 952-8711 or (613) 941-3857
E-mail: comaccess@ic.gc.ca
URL: **http://cap.ic.gc.ca**

Additional information such as recent news releases about the Community Access Program and success stories about recently established sites is available through the CAP web site on the Internet at: **http://cap.ic.gc.ca**

ESSENTIAL INFORMATION ABOUT CHANGES TO THE COMMUNITY ACCESS PROGRAM

This addendum to the *Proposal Guide* describes changes to the rural element (communities with populations of less than 50,000) of the program.

To increase the number of sites able to benefit from co-funding, Industry Canada has reviewed the conditions for establishing community access sites as well as the kind of funding that is eligible. In the future, proposals should feature projects focussing on networked community access sites. By *network*, we mean a group of communities linked together through a core site to which several access sites are attached (for example, smaller sites—each with two or three computers—in different communities linked to each other and to a main site that has about 10 computers). In this way, communities can share technical, financial and human resources.

Industry Canada's share of the co-funding, which could reach up to 50 percent, should average between $17,000 and $20,000 per community, spread over 18 months.

The selection committee will give preference to proposals founded on networking infrastructure and that demonstrate partnerships among communities.

For further information, visit the Community Access Program Web site (**http://cap.ic.gc.ca**), which provides examples of networking and successful partnerships that you may find useful in preparing your proposal.

If you have any questions, please feel free to contact us.
Tel.: 1-800-575-9200
TTY: 1-800-465-7735
Fax: (613) 952-8711 or (613) 941-3857
E-mail: **comaccess@ic.gc.ca**

APPENDIX I

Proposal Summary Form

(to be included with the plan)

Organization Submitting This Proposal

Name _____

Address _____

City _____ Province _____ Postal Code _____

E-mail _____

Legal Status

Are you registered as a not-for-profit organization? ☐ Yes ☐ No

Do you intend to register? ☐ Yes ☐ No

Other legal status? _____

What is the registered name of your organization? _____

_____

Business Registration Number _____

Applicant Contact Person

The following contact person will receive all official correspondence for this project:

Name (first name, surname) _____

Title _____ Organization _____

Tel. _____ Fax _____ E-mail _____

Mailing Address *(if different from above organization)*

P.O. Box _____ Street Name and No. _____

City _____ Province _____ Postal Code _____

Network Information

Does this proposal include more than one CAP site? ☐ Yes ☐ No

If yes, do these sites operate as part of a formal network of CAP sites? ☐ Yes ☐ No

If yes, how many sites? _____

(Please complete a CAP Information Sheet for each site.)

Proposal Funding Profile *(for the duration of the project)*

Total cost to establish CAP site(s) $ _____

Funds requested from Industry Canada $ _____
(up to $17 000 per site, not to exceed 50 percent of total costs)

In-kind contributions from community $ _____

Cash contributions *(from sources other than Industry Canada)* $ _____

Date submitted _____

Signature of applicant contact person _____

Appendix I (cont.)

CAP Site Information Sheet

(Please photocopy and complete this report for each CAP site that is part of your project.)

The information below may be posted on the CAP Web site, thereby becoming accessible to any user of the Internet.

This CAP site is number _____ of _____ sites (e.g. number 3 of 15 sites)

Name of the network _____

Is this site a core site for the network? *(see "Proposals for Networks of Public Access Sites" on page 5 of the guide.)* ☐ Yes ☐ No

Language to be used in official correspondence: ☐ English ☐ French

CAP Site Information

Name of CAP site _____

Name of community to be served by this CAP site (e.g. neighbourhood, regional municipality, etc.) _____

Primary language status of the community: ☐ English ☐ French

Check if applicable to the community: ☐ First Nations ☐ Aboriginal (Band No.: _____)

Physical Site Address

Building _____ Street Name and No. _____

City _____ Province _____ Postal Code _____

Mailing Address *(if different from physical site address)*

P.O. Box _____ Street Name and No. _____

City _____ Province _____ Postal Code _____

Primary and Secondary Site Contact Persons *(if different from applicant contact person)*

Name (first name, surname) _____

Title _____ Organization _____

Tel. _____ Fax _____ E-mail _____

Location of CAP Site

☐ School
☐ Community site
☐ Library
☐ Business/commercial
☐ Federal government office
☐ Other, please specify _____

Services Available at the CAP Site

☐ Internet access
☐ On-site training
☐ Dial-up access to site
☐ E-mail accounts
☐ E-commerce
☐ Government services on-line
☐ Distance education on-line
☐ Other, please specify _____

Please indicate the number of each of the following that will be available at the CAP site:

Computers _____ Modems _____ Printers _____

Other, please specify _____

Hours of Operation

Please indicate the projected range of daily hours of operation for this site (e.g. from 9 a.m. to 6 p.m.)

Hours/Day	Mon. From-To	Tues. From-To	Wed. From-To	Thurs. From-To	Fri. From-To	Sat. From-To	Sun. From-To	Total. Hours
Before 6:00 p.m.								
After 6:00 p.m.								
Total								

Has this site previously received funding under CAP, VolNet, Computers for Schools, SchoolNet or LibraryNet? ☐ Yes ☐ No

If yes, please specify _____

Date submitted _____

Signature of primary site contact person _____